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Cooperative Southwestern Publicity

Prom Deming (N. M.) Graphic: "The El Paso Heraid's plan for securing publicity for the Rocky Mountain Southwest seems in the main to be a good one, though just the least bitselfish. The flood of travel which will cross this continent in 1915 has the choice of a number of routes. El Paso wishes it to come by way of El Paso—so does Deming. Here, then, we have a sameness of interests which will permit union of purpose. El Paso will have the first opportunity to claim investors so why propose the siegan Take the New States and El Paso Route to San Francisco in 1915." Here is a better one, Take the West Texas, New Mexico and Arizona route to San Francisco in 1915."

"So far as New Mexico is concerned the new doesn't appeal since it has within its borders the monuments left by a most ancient people and its legislintors now sit in the oldest capital in the United States, Isn't it a misnomer to call the land of the cliff dwellers and conquistadores new. No one would accuse Deming of living in the past, since no city has faid a heavier wager on the future than the hustling little metropolis of the Mimbres valley.

"If as The Herald maintains the cooperation of the railroads can be secured the success of the enterprise is assured. For the most part Deming has found that it is ander to pay for its own publicity and get just what it pays for, and it is not likely that Deming would enter into an agreement with another city for publicity unless that city would show a disposition to deal fairly. Every community is in competition for settlers and investors and it is hard to make cooperation effective under such conditions. However, under the present circumstances, there is a 'community interest' which can be utilized to the benefit of all concerned if petty differences can be put aside."

HAT is exactly the sort of comment and criticism the El Paso Herald wishes to evoke. It is only by just such discussion and analysis that we can ever hope to get together on the proposition. Your slogan is a mighty good one, Mr. Graphic. Maybe this one is still better:

> "Take the West Texas, Old Mexico, New Mexico, and Arizona route to San Francisco in 1915."

Yes, leave El Paso out of the slogan. The name of this city will appear more or less in the course of the advertising campaign. And anyhow, as the Graphic suggests, this city is so situated that, in the necessity of things, it will certainly derive benefit and take its toll from every bit of traffic that passes through this Rocky Mountain Southwest in 1915, and this city can well afford to be modest about direct publicity because this city will necessarily be one of the beneficiaries

The Herald has already pointed out that Deming's contribution will be but a few hundred dollars a year. That little city has been spending thousands per year, That little city has spent on direct publicity 100 times as much per capita in the last few years as El Paso has been spending. But if say 10 percent of Deming's annual advertising budget could be directed into the general publicity channels suggested for the Rocky Mountain Southwest under the proposed cooperative system, there is no doubt that the few hundred dollars thus invested as part of a fund of \$100,000 yearly, would go much further and get much better results than the same amount spent in direct but scattering publicity. El Paso would expect to contribute, on a basis of relative population, \$8000 to \$10,000 per year for two

years to the cooperative fund. In no other way could such splendid results be had as through this method. El Paso should by all means confine herself to this line of cooperative southwestern publicity for the next two years. The main thing is to direct the minds of people, and then their travel, this way. Once in the country, once induced to stop off and get acquainted, the travelers thus reached might be depended on to consider carefully the quastion of possible location and possible investment-to look about them, in the whole southwestern region, weigh the relative advantages of one section and another, and gradually sift out, so that every southwestern community would re-

ceive its share of the returns Generally speaking, the Deming Graphic's doubts about fair play and proportionate benefits may be answered in this way: The advertising campaign would be directed in a broad sense by a general committee representing the communities and the railroads subscribing to the fund; this general committee would appoint an executive committee; and the executive committee, which would have direct charge of the campaign, would employ the experts of one of the big national adver-

tising agencies to handle the business in detail. In planning the advertising campaign, the first, central, and last thought would would be to direct travel in this direction and divert it from the northern routes. Then care would be taken to give each community and each railroad subscribing, such an amount of specific localized advertising as would be its due in proportion to the amount of its subscription. In some of the advertisements, the general inducements would be described and all the communities and railroads participating in the fund would be named. In other advertisements, the special points in favor of one locality or one railroad would be emphasized. But on the whole, and in the course of each year's campaign, extreme care would be taken to give full recognition to each and every separate community and railroad subscribing to the fund.

This would not be hard to manage. It would be a simple question of apportioning so many dollars of expenditure to so many dollars of contribution; so many inches of space and so many thousands of circulation to each localized notice. This would all be under the control of the general committee.

To set at rest any idea that there is any selfish thought under this scheme, The Herald declares right at the start its hostility to any plan to spend out of this cooperative fund, \$1 in any southwestern newspaper or periodical, or in connection with any southwestern local advertising plan. Any such method would be fatal. The whole fund would be spent in national publications, first in national weeklies and great dailies of general circulation in the states east of Colorado and north of Louisians, and second in the few Pacific coast magazines of recognized national circulation.

As for the cooperation of the eight southwestern railroads, The Herald feels that it can speak almost with certainty upon this phase of the plan, since it knows the disposition of the railroad traffic men of the southwest and has had informal assurances from certain high sources that the railroads would cooperate most generously in such a plan.

If the southwestern communities will make up a fund of \$50,000 per year for two years to be spent in the manner proposed for general southwestern publicity, the eight railroads will match this \$50,000 dollar for dollar and make it

It is impossible to estimate the tremendous results that would flow to the Rocky Mountain Southwest as the result of such a splendid demonstration of southwestern progressive spirit; but it is certain that the result would be as far ahead of any desultory scattering local campaigning as the 50,000 ton ocean mail steamer is ahead of a flock of rafts-in other words, it will Get There!

"Take the West Texas, Old Mexico, New Mexico, and Arizona route to San Francisco in 1915."

Boiled Shirts and Cats

DRESIDENT WILSON has let it be known that he does not intend to claim any preferential rights while he is president; that he will pay his way, ask no favors, and hold fast to his place as a common ordinary citizen temporarily chosen to serve his fellows; and that the less special distinction there is erected around him and his office the better he will like it.

Other Democrats have tried to be democratic. Other Democrats have failed. President Andrew Jackson laid his failure to the women folk, who, he asserted, are all aristocrats in their hearts and believe in mantaining distinctions, caste, social barriers, personal and class separation from their kind. Jackson had a special reason to speak thus of women, for there was pretty general disapproval of some of his efforts to direct the social life of the capital. But on the whole, is it not so and has it not always been so? Men on the average are not quick to raise social caste distinctions. They are more apt to estimate their fellow humans upon intrinsic worth. Women have an instinctive sense of social fitness. There are multitudes of little details that go to make up social fitness, and women quickly sense these things among other women, and instinctively draw lines which men

would never think of drawing. Women in all ages, in court circles and official life, have been great sticklers for social form, precedence, and caste. In this they have often been aided and abetted by their husbands, but with the men it has been more of an enforced and superficial habit, while with the women it is instinctive. Men have often sought their pleasures among companions of a social order inferior to themselves; women

At Washington, since the government began, more social conflict, 100 times over, has been precipitated by women than by men. Yet the foreign diplomats have always been a problem, for they are schooled in old-world ways and class differences. Thomas Jefferson tried to abolish the "order of precedence" at his state dinners, but the British minister, after a long series of social upheavals, due to Jefferson's efforts at simplicity, caused the abandonment of Jefferson's democratic ideals by leaving the dining hall in obvious displeasure when he found that the only available seat at table was one that he would not accept because it was placed without regard to the "order of precedence" and gave him a dinner companion

that he did not care to talk to. Not seldom, in Washington social affairs, foreign representatives have been deeply offended by the almost universal American disregard of official formality. Old timers in the diplomatic corps generally learn to disregard these things, but some never get used to it. Americans in general have no conception or appreciation of the highly schooled diplomatic etiquet of Europe and latin-America.

And yet, until congress settled the presidential succession, there never was peace for two days together among the women of cabinet circles in Washington. Women who couldn't tell a count from a discount would break up whole families over the question whether Mrs. Jones should sit above or below Mrs. Smith at a dinner given by the assistant secretary of war to the governor of New Zealand. Sooner or later the most democratic of Democrats, elected to high office, have had to surrender to fixed social customs, even if they required wearing dress suits before moon, suspending a funeral to partake of champagne and pretzels, or seating the Austrian ambassador above the wife of the richest brewer of the old home

President Wilson will find that it is easier and safer in the long run to fall into the ways set for him, in the social world of Washington, than to make himself awkwardly conspicuous by trying to live the life of a normal human being in the midst of artificialities which, for small calibried snobbishness, sometimes exceed the worst pictures of Thackeray. And for the one insufferable snob, take the | indicate

fellow who tries so hard by be common that he succeeds in being merely cheap. Wilson is too much of a gentleman, too wise, and too good an American, to try by any grandstand plays to demonstrate his modesty or his genuine democracy. The "order of precedence" and the full observance of social custom are the surest ways of keeping the peace and avoiding conspicuous immodesty which is always the chief characteristic of the demagog.

There is no special merit in eating peas with a knife or wearing a flannel shirt to a pinketea.

Where Time Counts

T IS allowing precious hours and days and weeks to go by without positive action, that weakens the central government of Mexico when rebellious movements break out. That was Madero's way, and he paid for hesitation with his life. Any kind of success in Sonora, even temporary, would weaken the hold of the new government throughout the republic, and especially in the north. Any manifestation of backwardness or doubtful policy will destroy the spirit of the army; defeat in battle is not so much to be feared as a general letting down of

Negotiations and conferences and emissaries are all right up to a certain point, then they spell weakness. The rebels of different groups, including former Maderistas, seem to doubt either the good faith or the ability of the Huerta government to make good its general promises. If every discontented group and every disappointed leader are to take up arms against the government, the problem of pacification becomes one for men at arms, rather than one of civil negotiation. The supreme test will some soon.

Washington will do well to watch the news from the borden and the northern states of the republic, and not depend too much on the official reports given out at Mexico city. The general situation is certainly much mixed, and Huerta seems to hesitate about sending federal troops into the field against the northern rebels.

Whatever may be done or left undone by the Washington government, it is plain to every observer close to the scene of action, that the Washington government has no warrant to choose between the warring factions and support one while opposing the others openly and covertly. Let neutrality prevail, real neutrality. The United States has no more warrant to offer exceptional privileges to one group than to another. We have tried the "cockeyed neutrality" policy now for a solid year, and it has been a fraud and a failure. Better go back to the established historical interpretation, the view sustained by all precedents of all periods and of all nations, our own included.

The other thing for our own government to remember is henceforth to keep its own counsel, to refrain from thinking out loud, to forbear from making any more false breaks, and to make no more peremptory demands on anybody until it has made up its mind. Better say nothing and do nothing, than go around throwing red pepper in touchy people's eyes while loudly protesting friendship. Moreover it s an old maxim and a good one: "Never draw in fun-the other fellow may not

14 Years Ago Today From The Hernid This Date 1890.

J, D. Welch and brother came up from Mexico inst plant from Mexico inst night.

Miss Sue Greenleaf came in on the
T. & P. this morning from Fort Worth
Mrs. A. C. Gleason departed over the
Texas & Pacific for St. Louis this aft-

noon. It was reliably reported that George

It was reliably reported that George Curry has been appointed by governor Otero, of New Mexico, as a special officer to atrest Oliver Lee.

E. A. Lane, who left his position in the paint shop of the G. H., to go to the front with the soldier boys, is again in his old position at this point.

Monday afternoon a very delightful entertainment was given by the sisters of Loretto, at Chopin hall. There, were nearly 300 people present.

The benches in the plans have recently all been painted. With the approach of the concert season the plans is being put in a good condition.

T. R. Nichels, of Las Cruces, has purchased from John F. Mitchell, the property at 705 North Campbell street and will occupy it as a residence in the near future.

E. P. Turner, general passenger and ticket agent of the T. & P., has issued

ticket agent of the T. & P., has issued an order to the effect that a special rate will be put on by that road dur-When the norlibound passenger train of the Mexican Central, due last evening, reached a point 61 kilometers this side of Chihushua, the front trucks of the engine jumped the track and with the baggage car and third class

with the baggage car and third class car, went into the ditch.

Governor Ahumada, of the state of Chihuahua, will arrive tomorrow night on the Mexican Central. It is stated on good authority that he will personally take a hand in the settlement of the vexed question of the cutoff in the Rie Grande, below this city.

Candidates for the position as constable left vacant by the killing of Sam Farr are plentiful. It is said that Junn Franco, B. S. Farrell, Stanley Good, Jim Fulgham and several others would like to have the job and will apply to the commissioners' court for it. The parade committee of the cornerstone celebration up to date has pro-

one celebration up to date has pro-ired 32 trade display floats for the big-occssion on March 17. The invita-on committee is now issuing invita-ons to the ball. The state Masenic rand master has telegraphed authority the El Paso lodge to lay the stone. The plans for a cooperative move-ment among the railroad companies and city and county governments, look-ing for the permanent strengthening of the levce system, is in a fair way to successful execution. No details have been given yet, but people may expect to receive assurance at an early day that fears from high waters may safely

The last span of the old railroad bridge which has been so conspicuous at the foot of El Paso street for years nt the foot of El rand arcter of year past, was lowered yesterday in the presence of a large crowd of people. The piers of the new bridge will be completed in a few days and it will take only a short time then to get the structure in a condition to withstand the force of the annual rise in the Rio

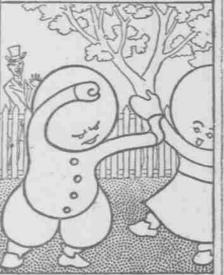
OPEN PLUMBING IN THE SKIES CAUSES SMALL DOWNPOUR HERE Open plumbing in the skies Satur ay morning caused a slight rainfal The rain started in at six o'clock and worked at its trade steadily until night. The rain then started in on a make-and-break circuit and made umbrellas and of the coats a necessary evil during the remainder of the morning Saturday. The rainfall was about 56 of an inch which is Col. N. D. Lane's idea of no rain at all. The forecast for this evening and Sunday is fair weather.

ABE MARTIN



What's become o' th' ole time consumer that buttered his pie? A full front photergraf o' a feller allus makes him look like he wus wanted at Milwankee for emberslement.

0 By GELETT BURGESS



John Jonathan Do you know why John Jonathan Was never really loved? Because he was rough and tough, He pulled and poked and shoved! He was a Goop, but you and I Can act more gently—if we try! Don't Be A Goop!

One-Sentence Philosophy

QUAKER MEDITATIONS. (Philadelphia Record.)
There seems to be a difference beween taking a drop too much, and

tking a tumble. Some men are born fighters. They get them they fight for more.

It's all right to let your light shine before men,but it isn't necessary to make a pyrotechnic display of it. an opportunity is a good bit like a rasp. It takes a lot of experience to now how to grasp it without being

Wigg—'Have Harduppe and his wife between being cordial and drinking returned from their wedding trip yet?"

Wagg—"No: he's walting for her father to send a relief expedition after them."

Mrs. Rittenhouses Sources. "The way and the send a relief expedition of the send a relief expedition after them." that their family is as old as the hills."
Mrs. De Lancey-Place—"Hills? Hills? I
don't seem to recall any Hills on my

GLOBE SIGHTS.

(Aichleon Globe.)
Everything we can't understand probably is art.
You are more likely to note the missakes of others than your own, if you expen to be looking in their direction.
Food faddists who do without breakfast aren't missing as much as the pictures in the cereal advertisements

POINTED PARAGRAPHS.

(Chlcago News.)
Even a lazy man never gets tired unning for office. Even a lazy man never gets tired running for office.

Naturally a beauty doctor likes to demand a handsome fee.

An artist may paint his wife, but usually she paints herself.

The nicest girl a young man knows is the one he is most afraid of.

It's far easier to form a good character than it is to reform a bad one.

Anyway, the pen is mightler than the sword when it comes to muckrakings.

Every time a man gets his monthly cas hill he's glad that he doesn't have to buy the stuff by the ton.

Occasionally a man manages to remain ignorant, notwithstanding the efforts of a lot of women to put him wire.

JOURNAL ENTRIES.

Most men have too exalted ideas of he value of their own opinions. People who are punctual usually are forced to waste a lot of time. It's pretty hard work to convince man who gets a lot of them that very knock is a boost.

Another evidence of the pessimists' venknous is that they make much more poise than the optimists. I noise than the optimists.

Letters to The Herald.

FAH communications must bear the signature of the writer, but the name will be withheld if requested.

NATIONAL PROHIBITION. Editor El Paso Herald:

Referring to your editorial of March 5 about a law recently enacted by congress:

Stripped of verbiage, this law says: Shipment of intoxicating liquor from one state into another state of the United States in violation of the laws of the state receiving the shipment is

prohibited.

The last two words "is prohibited." are the closing and unqualified words of the law. They may raise the interesting question as to which shall do the prohibiting—the national government or the state government; or shall both do so?

Prohibitionists generally will be well satisfied if the construction of the law places the prohibitory duty upon the national government because that would place the enforcement of the law farthest away from local influences.

The intent of the law, as is well known, was limited to removal of the bar of interstate commerce laws from the exercise of the police powers of the states desiring to prohibit the liquor traffic.

The decision of the

The decision of the supreme court of the United States on February 24 last, declaring the Mann act (prohibit-ing interstate traffic in women* for immoral purposes) constitutional, is interesting and significant in connec-tion with the question above sug-

gested.

In the course of this decision, the court said: "Our dual form of government has its perplexities, state and nation having different spheres of jurisdiction, as we have said: but it must be kept in mind that we are one people; and the powers received to the states and those conferred on the nation are adapted to be exercised. the states and those conferred on the nation are adapted to be exercised, whether independently or concurrently, to promote the general welfare, ma-terial or moral."

This decision in conjunction with the well known decisions of the same court upholding the constitutionality of the well known decisions of the same court upholding the constitutionality of the law prohibiting interstate traffic in lottery tickets, and declaring that the liquor traffic has no inherent right to exist and that no citizen has a natural-right to sell intoxicating liquor, all on the primary governmental principle and duty of protection of the general welfare, material and moral, has laid a secure and constitutionally sound foundation on which to uphold the constitutionality of this recent national liquor legislation embodying precisely the same general principle.

This principle is the one on which rests the constitutionality of the laws prohibiting interstate shioment of diseased cattle, impure food, etc. There is, in fact, little doubt that the new law will be upheld by the courts.

J. L. Campbell.

PROTECT THE COUNTY BOAD,

PROTECT THE COUNTY BOAD,

El Paso, Texas, March 6, 1915.

Editor El Paso Herald:

I noticed a large automobile telescoped yesterday morning at the five mile bridge on the county road. It was considerably mussed up and the folks who occupied it had neglected to sweep up the large quantity of glass in the road. I would suggest, for the consideration of the county authorities, that in order to save this valuable bridge from being battered down by the assaults of the numerous motor cars, it would be a good thing to armor the western end of the concrete parapet, as it is slowly, but surely disintergrating from the terrific impacts of these cars. It would seem that a piece of heavy It would seem that a pice of heavy railroad steel sloped at an angle of 45 degrees and buried in concrete might keep the approach from being rammed, something like the cowcatcher on a locomotive. This bridge cost the taxpayers a lot of money and the county authorities should take measures to protect it. would seem that it proce

The writer has occasion to travel over The writer has occasion to travel over the county road daily and noticed another thing of interest to the county authorities and automobilists, that is, a large amount of rubbish of one kind and another that is dropped on the road. They are demolishing a brick house near Cyrus Jones's piace, and hauling the bricks to town. The Mexican teamthe bricks to town. The Mexican teamsters are quite careless and I counted this morning 43 bricks beween this house and Evergreen cemetery. I quit counting at this point, but they are pretty well distributed up Alameda as far as Magoffin avenue. Whether they continued to fall off on this street i cannot say, as, since The Herald published the report of the celebrated ge-ologist who recently inspected the pet-rified waves on Magoffin avenue, I have avoided that thoroughfare and come into town on Texas street, which is not quite so dangerous, as it only has a few such slides, gravel banks and arroyes, which can be avoided in the daytime.

THE REDLIGHT QUESTION.

Editor El Paso Herald: Again the question has arisen as to whether or not the restricted district of the city has been closed. The district is not closed now, nor was it en-tirely closed at the time, a few days ago, when we all were rejoicing over the seeming triumph of decency over

There was a period of three days There was a period of three days when Broadway was at its darkest, when its sin and degenerates were not flaunted at every passerby, when the pure air was undeflied by the oaths and obscene words of its inmates: but, and may we well hang our heads in shame, its licentiousness is again in evidence, the brazentess is at the same pitch as previously, and Broadway, El Paso's family skeleton, with liberty stalks again.

stalks again.

The many and various "signs" that fill the windows along the street demonstrate the resourcefulness by the lessess of the various abodes within the district. While conniving to get around the laws, or hoping to side-track the tide of public indignation, they have tried to give Broadway the semblance of a business street. It is a slur on every decent person in the city who follows, in decency, the various trades that are advertised along stalks again.

ous trades that are advertised along the "row." Yes, old Utah street is again "Broadway," and just how long it will remain a blot is a question that, we trust, the present body of grand jurymen will decide for us. We await their verdict, and trust it may be in our favor. A verdict that will restore respectability to Utah street, and at the same time make created that

A short time ago while reading one of your issues I came across a little item which amused me very much. It seems that a certain gentleman was trying to help you people to raise a budget, and because he got under your hide and he pinched and the very truth of his assertions burt, you turned him down. Now we do not know a thing in the world about this person, but we do not know that he most assuredly with the truth.

we do not know that he most assuredly told the truth.

The fact of the matter is your town needs advertising more than any town in this state. Why, the people over in our section can not tell you whenter EI Paso is in Texas or in Mexico. The worst feature of your town is that it has the appearance of an overgrown yillage and is as awkward as an is year old boy would be in short pants. Your merchanis are not accommodat. Your merchants are not accommodate Oregonian, a gaing and are all for themselves and Huerta lid on, if rdu put any sort of a proposition

Useless Heroism

A Short Story,

OOR CERVIL! He had only one arm and nobedy knew anything about the accident which robbed him of the other. His explanations had often been contradictory, and it was easy to see that he wanted to hide the truth. It must be admitted that he had his reasons.

It happened three years ago, Cervil was at that time very much in love. Her name was Solange; and she had beautiful hands, a magnificent figure, golden hair and eyes as blue as the sky.

as the sky.

In the hope of pleasing his loved one Cervil had from time to time, played the part of different characters, all very much in contrast with his own real character. He, who was at neart sentimental and melancholy, had pretended to be joily and lively, because she loved to langh. For six months he had played this part, transforming himself into a verifable clown with the hope of winning her heart. Suddenly himself into a veritable clown with the hope of winning her heart. Suddenly he discovered that she admired courage above all other manly virtues, and especially courage of the notorious kind. Now Cervil was anything but a hero. On the contrary he was nervous and timid, afraid at times even of his own shadow. His timidity had prevented him from taking part in any youthful aports and he had never had a fight with any other boy. Boxing to him was the most brutal of all sports. He would do anything in the world to avoid a quarrel, and as soon as there was the slightest sign of a dispute he unvariably sneaked away. But the miracle happened! To niesse Soinnge, Cervil suddenly became brave. He took lessons in fencing, provoked quarrels whenever he had a chance, and in six wocks he fought three due is and escaped without as much as a and escaped without as much as a

scratch.

After that his reputation was made. He was known as a dare-deril, a fel-low who was afraid of nothing, but to whom any danger had a strange

Some time later Cervil performed two more heroic feats. He stopped a runaway horse at the risk of his own life, and saved three people at a The newspapers were full of praise

for him and one published his portrait. He received a medal for heroism. Solange said nothing, though he would rather have had one word of praise from her lips than all the medals in One night they were walking to-gether at the county fair and Solange stopped in front of a tent on which was written in flaming letters:

"Marmouck and His Feroclous Fe-On the platform outside, a man was

On the platform outside, a man was addressing the crowd:

"Come on, come on, ladies and gents. You'll have to harry if you don't want to miss seeing the famous Marzouck with his tigers, panthers, leoparits and his lion. Sultan, the terrible Sultan."

"Let us go in," said Solange.

He followed her submissively, anxious to fulfil her slightest wish. The performance was almost over. The terrible Sultan had just entered the case. lous to fulfil her slightest wish. The performance was almost over. The ter-rible Sultan had just entered the cage where Marsouck was waiting for it. Cervil looked at Solange, She was Cervil looked at Solange, She was pale, strangely pale, and her eyes were fixed on the lion tamer with an expression of intense admiration, that he had never seen in them before. Sultan performed many tricks without the slightest sign of disobedience. "There is not a bit of spirit in that lion," said Cervil. "It is as tame as a dog,"

She smiled contemptuously and said: "I know you are considered a braye nan, but I doubt if you would care

He shrugged his soldiers. "Why don't you do it then, "she cried. "I are you to do it." dare you to do it."

Cervil said nothing. He was thinking. She had dared him. Well, he accepted. His resolution was made. He would enter the lion's cage.

Two days later there was a great sign outside the show tent: "Tonight at 9 oclock! Extraordinary

"An amateur whose name we are not permitted to make known, but whose initials are M. P. C. will enter the terrible Sultan's cage alone, armed only with a cane. Numerous bets have been made."
That night every seat was sold at double price. The tent was crowded. In front, very near the cage, and close to Marzouck, who was extremely

nervous, Solange was sitting. Suddenly there was a cry: "There he is! It is he." Cervil entered, a little pale, but milling. He was dressed in a light suit and carried a siender cane. A roar shook the tent. It was a long time since Sultan had roared like that. Cervil grew visibly paler but still he smiled. The conviction that Solange could not help loving him after this proof of his courage, sus-

Standing motionless, he suddenly found himself face to face with the king of beasts. Both looked long at each other, equally surprised. Evidently Sultan intended to be on his best behavior. visitor, rose on his hind legs and placed his paw on Cervil's shoulder. Its weight bore him down.

bore him down.

A cry of ferror rent the air, but Sultan did not move. The lion kent staring at its victim whose shoulder was bruised and bleeding. Looking steadily at the llon Cerril arose, walked backwards towards the door, passed into the next cage, and closed the door behind him. He was safe. "I was right," he said. "That lion is quite tame and harmless."

But the words had hardly left his But the words had hardly left his lips when he fainted. He was taken to the hospital, and a week later it proved necessary to amputate his left

arm. In the meantime Solange ran away with Marzonek, whom she li-serted for a boxing champion.

up to them they want to see at least

A MIXED RELATIONSHIP. Editor El Paso Herald:

In Pope county, Ark, a man named Hodge married the daughter of a man named Herring. Herring then married the daughter of Hodge. Can you tell me the relation of the children of the two families. Both families now have children.

W. A Baker.

(The children would be each other's uncles and aunts. Hodge, marrying Herring's daughter becomes a soninkay of Herring and the Hodge children become grandchildren of Herring. The children of Herring, naturally are the uncles and aunts of the Hodge children. The same loste then amplicate the Herring children, who are grandchildren of Hodge; therefore the Hodge children are the uncles and aunts of the Herring children.-Ed-

CAN'T CUT LOOSE FROM EL PASO. Portland, Oregon, March 4.

Office Filling Is Hard Task For the 11,000 Presidential Appolut-ments There Are 100,000 Applicants.

ASHINGTON, D. C., March &.—
To the person who had to choose between a dozen rival claimants in the filling of one position, the claims of each urged by men who know how to beg, besech, and even to demand, the task that confronts even to demand, the task that confronts a president when he assumes office and sees 100,000 applicants for 11,000 jobs may not appear so serious. But it is a task that has almost resulted in the political undoing of some presidents, has made enemies for others, and has ruffled the temper even of such a placid chief magistrate as William McKiniey.

It was a task that fore the Republican party asunder when Garfield be-

lican party asunder when Garfield be-came president and received his "cuse-ing out" at the hands of Conkling; a task that made innumerable enemies for Grover Cleveland; a task that dis-gusted the younger Harrison and caused tim to become the human icicle in of-

him to become the human icicle in office; a task that only Roosevelt could
approach with equinamity, and that
Taft escaped only because he started
out to carry out "my policies."

Many Office Seckers Tals Year.

President Wilson's reputed feeling
that the best argument against an appointment, generally speaking, is mane
by the act of the man seeking it, has
not, as might be expected, deterred the
office seekers. They have felt that office seekers. They have felt that that was one of those "white lies" that a man high in authority most tell to save his office from swarms of office save his office from swarms of office seekers who try to win his favor. It might be estimated that there are approximately a million voters in the United States who are as willing as Earkle that their distinguished services should be utilized by the Wilson administration, and that is probably under the fact rather than over the mark.

Certainly, there will be several hun-Certainly, there will be several hundred thousand active candidates for appointment, and the majority of these will feel that if they could my their cause directly before the president they would be sure to land the job they seek. They will, therefore, for several moons make miserable the lives of the 40 people around the white house.

Diplomatic Appointments First,
The president seldom decides may

The president seldom decides other appointments than those of members of his cabinet before his auguration. He waits to hear the claims of all who are put forward for the bigger berths in the departmental and diplomatic services, and usually the bigger berths in the departmental and diplomatic services, and usually waits until he has these decided upon before he takes up, except in unusual cases, the postal, customs, internal revenue, and department of justice places in the field. Some idea of how the task of the president has grown from McKinley to Wilson may be gathered from the fact that while McKinley had only 4815 offices to fill with the advice and consent of the senate, Wilson has 11,000.

It will be seen that although the

It will be seen that although the civil service between the inauguration of McKinley and that of Wilson goes far up into the thousands, the tremendous growth of the service of Undersample of Wilson nearly two and a half times as much patronage as McKinley had.

Rinley had.

Burden on Cabinet Members.

President Wilson will have several hundred appointments to make in the service in Washington. In the state department he will have three assistant secretaries and a half dozen or more other prominent officials. Of more other prominent officials. Of course, he will be guided largely by the recommendations of the secretary of state in making them. A president very seldom goes over the heads of his chief advisers in making such ap-pointments; unless the reasons are extremely urgent he defers almost enirely to the selections and recemn lations of his cabinet officers. W there are such urgent considerations he will probably may something like this: "Mr. Secretary, it seems that we cannot ignore the claims of Mr. So and So, and if you can see your way clear to appoint him, I shall be pleased." Of course, the secretary, when it comes down to that, gladly, unless he has the More usually the president shifts the burden to the shoulders of his cabinet officers and refers the contending ap-

Numerous Treasury Positions. Namerous Freasing Positions.

Next to the post office department
the largest list of presidential appointments, outside of the army and navy,
is to be found in the treasury department. Here are three assistant secre-turies, and under them the supervising architect; the director of the bureau of engraving and printing; the chief of the secret service; the general sup-erintendent of the life saving service; the controler of the treasury, who passes upon the legality of all money paid out by the treasury; the registrar of the treasury, a job that nearly always goes to a negro; the auditors for the several departments; the treasurer of the United States; the controler of the currency; the commissioner of in-ternal revenue; the director of the mint; and the surgeon general of the mabile health.

folio the position being sought is given

public health service. Such positions as these the president fills in all the departments in Washington. Outside of Washington he has the internal revenue officials, the 500 po-sitions in the diplomatic and consular service, the several hundred United States marshals and district atorneys. Congressional Recommendations.

Congressional Recommendations. With the positions in the several states, including the marshaiships, the district attorneyships, the collectorships, and the postmasterships, the procedure has been somewhat simplified, and certain positions are filled upon the recommendations of senators and others upon the recommendations of representatives. It is not probable that the policy of the Wilson administration will depart radically from this. tration will depart radically from this,

tration will depart radically from this, because, although it generally is regarded as a bad method, it seems to be about the most satisfactors one yet devised for filling these places.

With the largest list of presidential employes to appoint that ever has confronted any president, and with the greatest number of hungry office seekers on record, it is easy to imagine that, long before his battle with them is over, Mr. Wilson will wish that every position in the government service outside of the presidential chair itself were under the classified service.

"WHO'S WHO" IN MEXICO.

There is a man in Mexico
And he is very blue.
He wanted to get out a book,
A Mexican "Who's Who." It kept him on the jump, it did, And also on the guess. For all the "Who's" "Has Beens" be-

Ere he could go to press.

It isn't any wonder that
ills book was doomed to fall.
A "Who" today tomorrow would
Be landed fast in jail.
When all his "Who's Who's" were in

It gave the man a pain,

To make the book most accurate That had been his intent. He couldn't tell from day to day. Who would be President. So he at hart gave up his work.
He couldn't get it right.
How could be when a morning "Who!"
Was down and out at night?

New York American.

a garbage can with the